

Time: 20 - 30 minutes

Teams: 3 - 6 players

Location: Indoor or outdoor space (quiet and comfortable)

Educational Objective

The purpose of this task is to help participants understand the difference between misleading sustainability claims and genuine environmental action.

The activity develops critical thinking, supports informed consumer awareness, and encourages recognition of transparency, evidence, and real impact behind sustainability claims.

Moderator

Truth or Greenwash?

Step-by-Step Instructions

1. Introduction & Framing

Highlight that companies often present misleading or exaggerated environmental claims, which has become a significant challenge for sustainability efforts. Because these claims can appear credible at first glance, many people struggle to distinguish genuine environmental action from deceptive messaging.

Emphasise that the activity is about exploring real-world examples, not judging personal consumer choices.

2. Organisation

Choose a quiet, comfortable indoor or outdoor space.

Ensure the team has access to a smartphone and a notepad for taking notes.

3. What Is Greenwashing? (2 minutes)

Explain that greenwashing occurs when a product or company appears eco-friendly without meaningful environmental action. Misleading claims are vague or unproven, while genuine actions are specific, evidence-based, and measurable.

4. Search for Real-World Examples (10 minutes)

Ask the team to explore their surroundings or search online to find examples of different sustainability claims.

Inform them they must find one misleading example (greenwashing) and one truthful sustainability action.

Instruct them to explore product packaging, advertisements, online content, labels, symbols, or company statements to identify sustainability claims.

Encourage them to think critically about language, visuals, and missing information. Use guiding questions such as:

- What makes this claim believable or suspicious?
- Where is the evidence?
- Does this reflect real environmental impact or just marketing?

Methodological tip: Encourage the team to compare at least two sources for each example - they will more easily spot vague or misleading claims when they see how real evidence is normally presented.

5. Presenting the Verdict (5 minutes)

Ask the team to present their two examples, explaining which is misleading and which is genuine, and why.

Methodological tip: Correct misunderstandings and highlight strong analytical reasoning.

6. Reflect & Discuss

Guide the reflection using questions such as:

- What signs of greenwashing were easiest to spot?
- What made the real example convincing?
- How can we be more conscious consumers?

Reinforce that transparency, evidence, and meaningful environmental action matter more than green colours or slogans.

Mission Equipment

Smartphone

Internet access

Notepad or whiteboard for taking notes



Role of the Moderator

The moderator acts as a facilitator, not a judge. Your role is to:

- Maintain a supportive, non-judgmental atmosphere.
- Keep time and structure the activity.
- Encourage evidence-based reasoning.
- Help participants connect their examples to broader sustainability issues.